



How we developed our most ambitious Upholding Ethics & Privacy 2030 goals

Dell Technologies' passionate commitment to upholding ethics and privacy is shared with our customers, employees, partners and investors. As we enter the Data Decade in a world where technology will be driving human progress, upholding ethics and privacy is foundational to achieve Dell Technologies Progress Made Real 2030 vision.

We believe privacy is a fundamental right. Therefore, it is important that we continue strengthening customer-centric transparency by making it easier for our customers to fully control their personal data.

Our ethical culture has always been rooted in integrity. Dell Technologies employees know and strongly believe in this. In an all-company survey to determine our leading principles, employees named integrity as one of the top-five values at Dell Technologies.

Moonshot goals:

By 2030, we will fully automate our data control processes, making it easy for our customers to control their personal data.

Our leadership in privacy

“Privacy is always the star when we speak to customers and communities,” says Mike McLaughlin, senior vice president and chief ethics and compliance officer. “It’s what customers want to hear about the most. We’ve already taken great steps in this area by using digital tools to give customers great transparency and full control over their data. We’re excited about the opportunity for ethics and compliance management to become fully digital.”

Sooji Seo, vice president and chief privacy officer, is also an executive champion for Dell’s Upholding Ethics & Privacy initiative. Both Seo and McLaughlin frequently speak at industry events and publish articles about ethics and privacy. They also participate on nonprofit boards of organizations like the Asia Pacific International Association of Privacy Professionals (IAPP), the Conference Board Chief Privacy Officers Council, the Future of Privacy Forum Advisory Board and the Business Ethics Leadership Alliance in Asia and South America.



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SOOJI SEO

Vice President and Chief Privacy Officer

Evolving the program portfolio with digital capabilities

A multitude of activities power the Upholding Ethics & Privacy initiative’s goals. Its portfolio comprises 26 discrete programs, each of them already including at least some digital components. Many programs, such as compliance trainings, are designed to build awareness and provide just-in-time learning. By using a cloud-based tool created by WalkMe, we can quickly guide employees to make ethical choices in a variety of activities, for example, interactions and events that include public-sector prospects or customers.

A new resource under development will rely on advanced analytics and artificial intelligence to enforce the right standards proactively—before someone inadvertently compromises compliance. For example, the tool will use automated analytics to review contracts and transactions, drawing attention to any variances that might require additional review.





Extending best privacy and ethical practices across the partner channel

Members of the Dell Technologies Partner Program share our commitment to a culture of compliance and ethical values. To support that commitment, we are piloting a digital solution that will validate the effectiveness and scalability of partners' codes of conduct, training documents, process descriptions and other ethics-related materials.

The tool also compares partners' files to industry-best standards to help them achieve a high standard of ethics and compliance. Partners are required to strengthen their business and compliance practices if gaps are identified.

Data ownership and control in My Account

We know our customers care deeply about data privacy. With that in mind, we have enhanced the functionality of Dell My Account, which is a unique account created by customers to save all their transactional information and communication preferences. By launching this new automated data control feature, it is possible for our customers to temporarily deactivate their My Account data and reactivate it later by a single click—as many times as they like.

This new feature has garnered a lot of customer attention.



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Dell Technologies

“By creating a Privacy Digital Trust Center in My Account, we enabled customers to review what information they have shared with us. As soon as we launched it in 27 countries, we had a huge spike in customers seeking access to their personal data, but very few requests for personal data deletion. Most customers simply wanted to learn more about Dell Technologies' personal data management practice. We felt that was a strong, basic indicator of their trust,” Seo says.

Joining forces to drive progress worldwide

Dell Technologies and AT&T collaborate on a number of initiatives, including open-source edge computing and container solutions. The two organizations also share a deep commitment to protecting the privacy and integrity of customer data.

“The chief privacy officer at AT&T and I have been very vocal in the IAPP,” says Seo. “We want to help other companies understand that privacy is a business enabler and a competitive differentiator—not just in the eyes of customers and employees, but also in our communities.”

Both organizations feel that together their efforts can be more powerful in accomplishing transformative change than one company spearheading privacy initiatives on its own.

“We are trying to drive more collaboration with other companies to advance data privacy and ethical business practices. I think that is going to be critical for the success of our work,” Seo notes.

Taking the next steps together

We have shared the back-story on why and how we developed Progress Made Real because we feel collaboration is key to supporting our customers, communities, industry peers and stakeholders in their own social impact journeys. By offering a view into the thinking and planning of our plan, we're inviting conversation on how social impact planning can help plot the right steps forward for our societies and the environment. So many of our customers and partners create innovative solutions, have exceptional talent, and already make the world a better place by addressing the problems we face. We would encourage you to contact your sales representatives about how together we can make a positive social impact.



Contact the Progress Made Real Team at SocialImpact@Dell.com



Learn more about Dell Technologies' social impact activities and outcomes.



See updates on our progress toward moonshots and other goals.



Download the Progress Made Real Plan.